

Influence the future. **BIM**
Bharathidasan Institute of Management

MBA - ADMISSIONS 2016

www.bim.edu

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From the Director's Desk



I take this opportunity to congratulate and welcome the aspiring business leaders to BIM.

BIM is a unique experiment in academia - industry collaboration. Three great men are credited with the vision behind BIM - Bharat Ratna Shri C Subramaniam, Dr. V Krishnamurthy, former Chairman of BHEL and Prof. P S Manisundaram, the first Vice Chancellor of Bharathidasan University. They envisioned BIM to be a Business School that would continue to explore new ways of educating the next generation of leaders who make a difference in business and societal environment. Through the past 32 years, BIM has lived up to their vision and has been truly a School of Excellence of Bharathidasan University.

The Chairman of the Board of Governors of BIM Padma Bhushan Shri S Ramadorai, the members of the Board, the faculty and staff are all committed to excel the high standards that have made BIM a leader for the past few decades.

Year after year, BIM has achieved hundred percent placements in terms of top tier career opportunities. The competence, hard work, practical knowledge, humility and the right attitude displayed by our students at work attract businesses to frequent BIM.

At BIM, the Admission Process is strict but fair and transparent. I wish you success and look forward to welcoming you at the Institute for a challenging aroma of experience in June 2016.

Dr. S. KARUTHIAH PANDIAN
Director

Introducing BIM

Genesis

Bharathidasan Institute of Management (BIM) is a School of Excellence of Bharathidasan University founded in the year 1984. In 1984, Bharat Ratna Shri. C. Subramaniam along with Prof. P. S. Manisundaram, the first Vice-Chancellor of Bharathidasan University chaired a meeting of leading academicians and industrialists and an idea was born... An idea that was a vision.

A vision of a Management Institute which would be grounded in strong theoretical inputs and would have the proactive partnership of a large Industrial Organisation providing its students with a real world learning experience. This vision culminated in the establishment of BIM in active partnership with BHEL, Tiruchirappalli and Bharathidasan University.

BIM offers one of the most coveted MBA programmes in India. Entry to this course is regulated through a rigorous selection process. BIM has an annual intake of 120 students. MBA graduates from BIM are widely placed in Industry. The programme has attracted people with diverse backgrounds, career interests and aspirations but who have one thing in common - an interest in learning and a desire to equip themselves for challenging managerial positions.

Philosophy and Culture

BIM is committed to excellence and this philosophy pervades in every aspect of the Institute. The Institute maintains consistently high academic standards. The students are given an in-depth exposure to all management disciplines, and close liaison with business and industry is incorporated into the curriculum. BIM provides the right ambience for the students to develop their personal and professional skills. The Institute lays great emphasis on righteous behaviour of students to groom them as responsible citizens, reflecting the core values of Indian tradition.

In its prospective students, BIM seeks a high degree of commitment. An aptitude for teamwork, the ability to lead and social responsiveness, rate high in the selection process. Each student is a latent source of knowledge and the programme at BIM is skewed to tap that knowledge. The courses offered place a lot of emphasis on interaction through a series of case analyses, seminars and team projects.

BIM strongly believes in the philosophy of active student participation in campus activities. Apart from being academically strong, students at BIM demonstrate a spirit of teamwork and independence. This inculcates a spirit of enterprise and initiative in each and every student of BIM. This has helped BIM MBAs mould their personality and performance and has led BIM alumni reach senior levels in top-notch companies all over the world within a short span of time.

Objectives of BIM

Unlike many other business schools that run many programmes along with MBA, BIM focuses all its resources and energy only on a two-year full-time residential MBA programme. All other activities that are carried out by BIM, like management development programmes, consultancy assignments, case development, research etc. are aimed at improving the quality of input given to the MBA students.

BIM's MBA programme is designed to produce skilled managers, effective leaders and responsible citizens capable of succeeding in all types of business organisations, large, small, private, public and non-profit. This is achieved through a highly rigorous admission process for qualified and motivated students, and then by providing these students with the analytical skills, creativity and breadth of awareness necessary to be successful in diverse management situations. At BIM, everyone constantly strives for excellence, i.e., "Perfection in Action", and this makes all the difference.

Strengths of BIM

- Direct linkage with industry for acquiring practical skills of management.
- Diverse student body developed through a highly competitive admission process.
- Qualified full-time faculty with a blend of academic and industrial experience.
- Successful managers and business leaders as visiting faculty.
- Access to extensive facilities like well stocked library, 24 hours computer centre with 76 MBPS Internet facility and wi-fi enabled campus.
- Flexible curriculum well-recognized for its breadth and depth.
- Career planning and placement leading to challenging management positions.
- Distinguished alumni recognized for their performance in the Industry.
- Leading Indian and foreign companies participate in our campus recruitment regularly every year.

➤ **CRISIL Ratings - CRISIL Business School Grading**

CRISIL awarded the MBA programme of Bharathidasan Institute of Management, Tiruchirappalli, Tamil Nadu as “**National A☆☆**” and as “**TN A☆☆☆☆**”

➤ **ACBSP International Accreditation**



BIM has opted to embark into the process of international accreditation with ACBSP (Accreditation Council for Business Schools & Programs), one of the most respected accreditation agencies with largest presence in India. This international accreditation confirms the importance BIM gives to quality in education. International accreditation helps to rise the bar on quality, as the choice for this is purely voluntary and only institutions with commitment for growth and are confident of their position in the community of schools would opt for accreditation from abroad. The process of accreditation will help the faculty and students to network with accredited schools around the world and improve their intellectual capital building process tremendously.

Selection Process - MBA Admission 2016

Candidates seeking admission to Bharathidasan Institute of Management (BIM), Tiruchirappalli should have appeared for the Common Admission Test (CAT) conducted by Indian Institute of Management, Ahmedabad on 29th November 2015. The Common Admission Test Registration Number should be incorporated in the BIM online registration page in the space provided therein.

The selection process consists of following stages:

1. Shortlisting of candidates based on CAT 2015 scores
2. Personal Interview (PI) and Group Discussion (GD) for shortlisted candidates.

Candidates will be shortlisted for the second stage mentioned above based on CAT 2015 score of the applicants. The PI & GD will be conducted at Bangalore, Chennai, Delhi, Hyderabad, Kolkata, Mumbai, Tiruchirappalli and Cochin subject to availability of sufficient candidates for each of the centres. Academic performance of the candidate in 10th standard, 12th standard, qualifying degree and relevant work experience are the other components which are verified and given weightage during the second stage of the selection process. The final selection for the MBA programme will be based on the performance of the candidate in all the above components.

Eligibility

Applicants should hold a minimum of Bachelor's Degree (under 10+2+3 or 4 pattern) recognized by UGC in any field including Arts, Science, Commerce, Engineering or Social Sciences. Candidates who possess ACA / ACWA / ACS qualification are also eligible to apply. They should have secured a minimum of 50% marks in their Graduate Degree / Master's Degree examination. Candidates appearing for the final Bachelor's or equivalent degree examination are also eligible to apply. Their admission will, however, be provisional till they produce proof of having passed the examination with a minimum of 50% marks, and evidence of minimum required qualification should be produced before **31st July, 2016** positively.

Disclaimer

BIM reserves the right to modify the selection process at any time. BIM will not be responsible for any statutory or regulatory developments that may happen after 31st October 2015 which will have a bearing on or which will affect the selection process.

Placements

Placements continue to evolve at a rapid pace, and this year was no exception. 84 students or 70% of the batch were placed on the 21st November 2014, the DAY 1 of the placement process. Majority of the students decided to stick to their first job despite having an option to apply for one more job. It is a glorious testimony to the focused education and placement process at the institute. The details of the placements this season are given below.

No of Students who participated in the placement process: 120

No. of offers made by all companies - 130

No of Companies that participated in the process: 41 (Names of Companies on the BIM website)

Sectors represented by these companies - 8 (BFSI, Manufacturing, FMCG, Consulting, IT & ITes, Consumer Durables, Social Media, Infrastructure)

The Cost to Company (CTC) details offered to our students of the batch 2013-2015 are:

Average CTC – 9.1 LPA Lakhs per annum

Median CTC–8.8 LPA;

Maximum CTC–14.0 LPA;

Minimum CTC–6.0 LPA

The placement team strives to provide students an appropriate role that leverages his uniqueness and strengths and therefore a joyous start to his/her career and prepare a life of success and happiness. The PGP program is so structured that students are able to discover their strengths, develop areas of interest and convert their passion into a career. The placement process is in sync with the PGP program and begins with personality exploration, numerous counseling sessions and gradual discovery of interests and expertise. The process includes Personality Growth Laboratory, a battery of Psychometric Tests and frequent interaction with industry stalwarts to enable students to make informed choices. The result of this process is that today a large number of our alumni don the top most position in organizations across the world. They are our pride and flag bearers and an elite club within the realms of corporate scene led and directed ably by the BIM Alumni Association.

Some of our past recruiters

3M India Limited	Godrej & Boyce	SBI Capital Markets
ABP Pvt. Ltd.	HCL Technologies	State Bank of India
Accenture Services	HDFC Bank	Sundaram Clayton Ltd.
Ameex Technologies	HDFC Life Insurance	Symphony Teleca
ANZ Grindlays Bank	HDFC Ltd.	TAFE Limited
Ashok Leyland John Deere	Hitachi Solutions	TATA Motors
Asian Paints	i3 Consulting	TCS
Auroville Consulting	ICICI Bank	TCS e-Serve
Avery Dennison	ICRA Ltd.,	TE Connectivity
Bajaj Auto Finance	ICRA Mgmt.Cons. Services	Tentacle Technologies
Bajaj Electricals	iDeck	Thirumalai Chemicals Ltd.
Berger Paints	IDFC	Thomas Cook (India) Ltd
Bharti Realty	IMRB International	Tiger Analytics
Britannia Industries	iNautix Technologies	Titan Industries
Cap Gemini	Infosys Technologies	TNPL
CavinKare	Kaya Limited	TTK Prestige
Citibank	Kotak Mahindra Bank	TVS Group
City Union Bank	Lowe Lintas	Ultramarine
CRISIL	Marico	Unilever Group
CTS	Marmore Mena Intelligence	Unisys Technologies
Daimler India Comm. Vehicles	Maverick Systems	Vedanta plc
Dalmia Cements	McKinsey Knowledge Centre	Vernalis Systems
De Shaw	MindTree Consulting	Vodafone
Deloitte Touche Tohmatsu	Murugappa Group	Wealth Advisors India
Eicher Motors	NCDEX	Wipro Consumer Care
Ernst & Young	Ogilvy & Mather	Wipro Technologies
EXIM Bank	Olam International	Zoho Corporation
Feedback Consulting	Ramco Systems Ltd.	
Ford Motor Company	Reliance Broadcast	
	Reserve Bank of India	
	Royal Enfield	

Faculty

Finance

Prof. M. Sankaran, M.Com, MBA



He has 23 years of experience in academics, industry and administration. His teaching areas include Financial Management, Systems, Economics and International Finance. He is involved in active research in Behavioural Finance.

Dr. V. P. Sriraman, M.Sc., MBA, Ph.D.



He has 18 years of experience in both industry and academia. Teaches Financial Reporting, Corporate Valuation, Corporate Governance and Entrepreneurship at BIM. His other areas of interest include Global Financial Reporting, Corporate Finance, Forensic Accounting, Innovation & Entrepreneurship, and Access to Finance for MSMEs.

Dr.R. Subramanian, MBA, FCMA, Ph.D.



He has 15 years of industry experience and 17 years of academic experience. His areas of interest and Research are Cost Management, Corporate Finance, and Strategic Management. He has presented research papers in various national and international conferences on Foreign Direct Investments, Security Markets and Corporate Finance. He is actively involved in guiding the research scholars in the areas of Finance, Cost and Strategic Management.

Prof. J. Murugavel, M.Sc.,MBA



He has around 10 years of experience in the banking industry in mid and large corporate Banking. He also has over 7 years of teaching experience. He teaches Banking, Corporate, Project and Infrastructure Finance. His other areas of interest include Central Banking and Regulation.

Dr. S. Satya Moorthi, MA, PGDBA, Ph.D.



Prof. SM brings his rich experience of fourteen years he spent in the financial markets to the class room. He has been teaching select courses in Finance and Economics for the past six years. His interests include Financial Markets and Institutions, Macroeconomics, Central Banking and Policy Making.

Prof. P. Srikanth, B.Sc. (Physics), AMIE, MBA



He has 17 years of experience in Industry, Finance and Academics. His research interest includes Market Efficiency, Financial Markets, Behavioural Finance and Corporate Finance. He has published research papers in national and international journals.

Prof. S.V. Vijayaraghavan, ACA (Chartered Accountancy), MBA (IIM-B)



In addition to being a Chartered Accountant, Prof. Vijayaraghavan holds an MBA degree from IIM, Bangalore. He has held a number of very senior positions in a wide spectrum of industries. In his capacity as Director, Finance ISOFT R&D Pvt. Ltd and CFO, Thinksoft Global Services Pvt. Ltd., he has independently handled the finance and accounts operations and has vast experience in the areas of Financial Management, Financial Accounting, Costing, Statutory Audit, Central Excise, Credit Control in diverse industries such as Automobiles, Financial Services, IT (Hardware and Software). He teaches Financial and Cost management and related courses.

Shri B. Venkatesh, CA, ICWA, CFA, CIPM, FRM, PRM, Managing Principal, Navera Consulting, Chennai

Shri A. P. Vasanthakumar, BE, MBA, Investment Principal, Ascent Capital, Bangalore

Shri V Vijayanand, BE, MBA, M.S., Partner, Matrix Alpha Analytics LLP, Chennai

Shri G Srinivasan, MBA (IIM-A), Co-Founder, Dawn Consulting Services, Bangalore

Marketing

Dr. S. Sundar, B.Com., MBA, Ph.D.



He has more than 29 years of industry and teaching experience. He teaches Marketing & Consumer Behaviour courses. His research interests are Retailing, Branding and E-Business. He has published papers in national and international conferences in these areas. He has designed and executed Management Development Programmes in the areas of General Management and Sales Skills for organisations like SBI, TAFE, BHEL, NLC, Railways, etc.

Prof. Abhishek Kumar, B.Sc. (Economics), MBA, Associate (IIAS Shimla)



He teaches courses in Product Design, Product Innovation and Brand Management. His current research interests are in the field of product concept and application of philosophical constructs into marketing. He is currently engaged in a philosophical reconstruction of product Levels of Philip Kotler. To his credit is the creation of first-ever brand personality scale for business media brands, which he has presented at several national and international fora like IIM Ahmedabad, University of Cambridge and Summer Educator's Conference 2015 of American Marketing Association at Chicago. He has published several articles in national and international journals. One of his case study, titled Ganges - A temporary Institution is published by The Case Centre formerly ECCH. He also has more than 10 years of experience with media, telecom and banking industry prior to joining academia nearly 5 years back. In his last couple of assignments he headed businesses in

banking and media sector.

Shri Kiruba Shankar, B.E., CEO, Business Blogging Pvt. Ltd, Chennai
Mrs. Keerthana Ramakrishnan, MBA, Head-Public Relations, Nike India, Bangalore
Shri Jagan Nathan Chittam, MBA, Co-Founder, Skillzot, Sr. Practice Manager-Global Infrastructure Services, Wipro Ltd., Chennai
Shri R. Kasthuri Rangan, B.Sc., MBA, Consultant, Chennai
Shri G Shanker, B.Sc.,MBA(IIM-C), Founder & President, Madras Consultancy, Chennai
Shri R Seshadri, B.Com, PG Dip.in A&M, Director, Anugrah Rural Marketing Academy, Chennai
Shri Vijay Subramanian, Gurgaon
Prof. K Suresh, MBA, Vignana Jyothi Institute of Management, Hyderabad
Shri M P Nandakumar, Director, Anugrah Rural Marketing Academy, Chennai
Shri Kamal Mishra, AQ Insights, Bangalore
Shri J Sriram, Last Assignment, Consultant, Chennai

Human Resources

Dr. P. David Jawahar, BA (Corp Sec), MBA, Ph.D.
(On other duty as The Registrar, University of Madras)



He has more than 27 years of experience in academics/research and industry. He teaches Organizational Behaviour, Human Resource Management and other HR related subjects. He has an avid interest in research and has published many papers. Currently, he is working on 'management of emotions in the workplace' and Employer Branding. He is also a certified Trainer in Transactional Analysis.

Dr S. N. Raghavendra, B.Com, MBA, Ph.D.



He has more than 21 years of Corporate and Academic experience. He has worked with the IT, FMCG, Telecom, Chemical and ITES Industry in the field of Human Resource as a Consultant-Trainer. He specializes in designing and conducting competency and behaviour assessments and various OD interventions. He also trains in areas like Team Building, Leadership, Communication and interpersonal skills between individuals, within teams, projects and organizations. He has a proven record of helping people and organizations by managing their way through challenging issues. He is a Certified International Coach and NLP Trainer. He teaches Organizational

Development, Human Resource Management and other related areas. His research interests are in the area of emotional regulation at workplace.

Shri C. Mahalingam, B.Com, Masters in PMIR, Exe. VP & Chief People Officer, Symphony Services, Bangalore
Dr. Gouranga P Chattopadhyay, M.Sc., D.Phil, CEO, Chattopadhyay Associates, OD Consultant, Kolkata
Shri Dipankar Banerjee, BE, PGDBM(IIM-C), Eastern Inst. of Management, Board Member, VP-HR/ABP Group
Shri Biswanath Ghosh, B.A., M.A., PGDM, PGDTD, Professor & Consultant, Kolkata
Shri A Ravikiran, B.Sc., MBA, HR-Lead Outsourcing Novartis Healthcare, Hyderabad
Shri A R Ramachandran, B.A., D.S.W., M.L.S., HRD Consultant, Tiruchirappalli
Shri T Sasikumar, Vice President-HR, Ashok Leyland John Deere, Chennai
Shri Barry O' Brien, Founder, Heritage Resources Pvt. Ltd, Educationist, Author, Quiz Master, Kolkata
Ms. Rose Mary Viswanath, MBA(IIM-B), OD Consultant, Bangalore
Shri G D Sharma, B.Com(Hons.), M.A(PM&IR),HRM,IR,Trg&Dev, HR Consultant & Principal HR Advisory, Chennai
Shri Krishna Setlur, B.Sc, PGDPM&IR (XLRI), Managing Consultant, hrplex Consulting, Bangalore
Prof. A G Balasubramanian, Professor, Goa Institute of Management, Goa
Shri Y K Shriram, Ex. AVP-HRD of Sonata Software, Present Training and Consultancy, Bangalore

Operations

Dr. S. Jaya Krishna, B.Sc., MBA, Ph.D.



Dr. S. Jaya Krishna has 18 years of Academic, Research, Administration, and Training experience at various premier B-Schools. He is a recipient of the "Dewang Mehta Best Professor" Award in the area of Operations Management. He authored 5 books and edited 56 books in the areas of Management, Enterprise Systems, Socio-Economics, etc. He has published several professional and research articles in different magazines and journals respectively and his articles are cited in other publications. His latest international publications include "Supply Chain Competence Framework for Competitiveness and Growth" at NOFOMA'14 proceedings organized and published by Copenhagen Business School, Denmark. He is a researcher in the areas of Supply Chain Competitiveness, Dynamics of Supply Chain Collaboration, Strategic Management of Supply Chain Collaboration, Evolution Management of Supply Chain Strategic Alliance, etc. He won Best Paper award at the "Third Annual General Business Conference" organized by Sam Houston State University, USA during 15-16 April 2011, for the research paper titled "Structured Model for Strategic Goal Setting in Intensive Supply Chain Collaborations Using Balanced Scorecard." He is also the Consulting Editor of the Journal of Contemporary Management Research and acts as the Co-Chair of the international research conference, 'ATHENAEUM' published/organised by CECMAR-BIM. Earlier he has also worked as 'Consulting Editor' of ICFAI Journal of Supply Chain Management. He is a regular resource person and instrumental in handling MDPs, EDPs, FDPs and training programmes for various organizations like Bharat Heavy Electricals Ltd., (BHEL), Tractors & Farm Equipment (TAFE) Ltd., etc. He is also instrumental in institutional building, offering professional advice and academic administration. He is an active member of the PGP team as one of its Vice-Chair & Coordinator.

Dr. T. V. Subramanian, Fellow (IIM-A), Management Consultant, Chennai

Shri T. J. Hari Krishnan, BE, Head- Revenue Management, Emirates Airlines, Dubai

Dr. R. Venkatesakumar, M.Sc., MBA, Ph.D., Pondicherry

Shri E. Johanan Daniel, MBA, M.Phil., PMP, ASQ, MBB, MD & Principal Consultant, Juran Academy Pvt. Ltd., Chennai

Shri T. N. Ganesh, Consultant, Chennai

Shri M. Gurunathan, CII-Institute of Logistics, Chennai

Systems

Prof. R. Ruma Agnes, B.E. (IT), MBA, PGDOM



She has 9 years of experience in teaching and the IT industry. Her area of interest includes Electronic Business and Customer Relations, Technology in Management, Lean Concepts and Enterprise Resource Planning. She has participated and presented papers in various national and international conferences and has published few articles in national journals. She has undergone SAP training organized by SAP India @ SCMHRD, Pune and has trained more than 100 students in the basic modules of SAP. She has participated in Case Method Teaching Seminar offered by Harvard Business Publishing and Symbiosis International University. She has also undergone Lean Six Sigma Green Belt Certification programme.

Shri K. S. Ananthanarayanan, B.E., B.Tech, MBA, CEO, Hitachi Solutions India, Chennai

Shri G. Srinivasan, B.E. MBA., Sr. Director-Enterprise Information Management at Virtusa, Chennai

Shri S Christopher Fernandez, MCA, Account Manager, Steria India Ltd., , Chennai
 Shri Derick Jose, B.Tech., Co-Founder-Flutura Decision Sciences, Bangalore
 Shri R Siddharthan, MBA, Head-Global Operations, Govt. Business Unit, TCS, Chennai
 Shri V Rajaram, BE, MBA, Founder & CEO, Navya Insights & Secretary, Chennai Spin Forum, Chennai
 Shri Dinesh Ganesan, MBA, Former VP-Projects, Healthcare Verticle, CTS, Chennai
 Shri J Badri Narayanan, Consultant, Chennai
 Smt. Vijayalakshmi Sankar, IT Consultant, Karur.
 Shri M R Jambunathan, Ex-City Head of a Freelance-Consulting and Training, Chennai
 Shri Sekar Sethuraman, Independent-Infosec Consultant, Chennai
 Shri Krishna Kumar, Independent Consultant, Chennai

General Management

Shri N Bala Baskar, IAS (Retd.), Former Principal Adviser, Finance, Min. of Ext. Affairs, Govt. of India, Chennai
 Shri R. Venkatraman B.Sc, M.Sc (Logistics), PGDM (XLRI), Advisor, Bangalore
 Ms.Sukanya Badri, B.Com,ACA, Director, Hexagram Business Solutions, International Business Consultant, Bangalore
 Shri V G Sarangan, B.Com., MBA, Chennai
 Shri Abhishek Gupta, Co-founder & MD, i3 Consultancy, New Delhi
 Shri D Harsha, Retd.,GM/BHEL, Tiruchirappalli

Curriculum

BIM's curriculum is reviewed biannually and is updated to meet the needs of ever-changing business environment. Experienced professionals from the Industry and Academia take part in this exercise of restructuring. BIM follows a trimester pattern. The first year of the course provides rigorous grounding in all fields of management. The second year operates on a cafeteria approach wherein the student is allowed to choose from a range of courses. As part of academics, students are given variety of case studies and project works to enhance their diagnostic and decision making skills.

First Year Courses*

(* Subject to change)

First Trimester

Fundamentals of Management
 Mathematics and Statistics for Managers
 Financial Reporting & Performance Analysis
 Marketing-I
 Information Systems for Business
 Organisational Behaviour-I
 Macroeconomics for Managers
 Business Communication-I
 Regulatory & Legal Aspects of Business-I
 Year Long Project
 Comprehensive Viva Voce

Second Trimester

Operations Management
 Corporate Finance-I
 Business, Ethics, Government & Governance
 Marketing-II
 Microeconomics for Managers
 Business Research Methods
 Organisational Behaviour-II
 Information Technology for Management
 Business Communication-II
 Year Long Project
 Comprehensive Viva Voce

Third Trimester

Cost Analysis & Management
 Corporate Finance-II
 Human Resources Management
 Operations Research
 Regulatory & Legal Aspects of Business-II
 Taxation and International Trade
 Environmental Management
 Business Communication-III
 Industrial Relations
 Spreadsheets for Managers
 Year Long Project
 Comprehensive Viva Voce

Second Year Courses*

(*Subject to change)

Fourth Trimester

Strategic Management-I
 + Electives

Fifth Trimester

Strategic Management-II
 + Electives

Sixth Trimester

International Business
 + Electives

Areas of Specialisation

Finance

Under Finance stream, we offer the set of papers which are contemporary and relevant for many career paths like Corporate Finance, Banking, Insurance, Security Analysis, Portfolio Management, Mutual funds, etc.

International Financial Management

As business are operating on an increasingly global scale, this course provides the students with the theoretical and analytical tools needed to make sound business decisions in an international arena and to specifically understand the nature of exchange rate risk and to learn how to effectively deal with this risk.

Managing Banks and Financial Institutions

Banks have a pivotal role in the Indian Economy. The course begins by giving a rationale for the unusually high level of regulation that is prevalent in the industry. Students understand value drivers for banks and learn to critically analyse banking organizations and strategies. Throughout the course, students also get to track and discern emerging trends in global and national banking space.

Other Electives

- Security Analysis & Portfolio Management
- Corporate Valuation
- Fixed Income Securities & Derivatives
- Project and Infrastructure Finance
- Strategic Financial Management
- Behavioral Finance
- Applied Corporate Finance
- Financial Modeling using Spreadsheets
- Private Equity Finance
- Insurance and Risk Management
- New Generation Investment Products

Marketing

Marketing area focuses on value creation for the firms through taking a customer orientation approach across the courses offered and prepares the students to understand the importance of customer-centric decision making.

Brand Management

The course equips students for the role of a brand manager. The focus will be on exploring and understanding the importance of brands, what brands mean to consumers, and how they should be managed to bring value to the organization. It facilitates an understanding of all major theoretical constructs and established practices that a brand manager is likely to use while discharging his day to day duties. The course explores the psycho-socio facets of a brand and also develops a working understanding of tactical handles that are used to deliver long-term and short-term value to the business.

Sales and Distribution Management

The objective of the course is to help students develop a conceptual understanding of the role of sales and distribution strategy in marketing. It will expose the students to the personal selling process and selling techniques and tactics in use. It seeks to present the students the gamut of decisions to be taken in developing and directing their sales forces and help the student to develop an appreciation of the role of distribution channels and their management for achieving successful sales strategies.

Other Electives

- Retailing
- B2B Marketing
- Strategic Marketing
- Services Marketing
- Consumer Behavior
- Rural Marketing
- Digital and Social Media Marketing
- Integrated Marketing Communication
- Public Relations & Corporate Communications
- Product Innovation Management
- Marketing Metrics & Analytics

Operations

The focus of this area is on the significant aspects of Operations Management, the recent developments and emerging trends in the practices of Operations Management. Some of the courses offered are:

Supply Chain Management

This course introduces strategic value of Supply Chain Management (SCM) in business systems. It intends to make students gain broad understanding and in-depth insights into various facets & issues in integrating different sub-systems of a typical supply chain, and the managerial approaches to optimize inter-relationships. The course also offers broad understanding of key issues, generic strategies and focus areas in SCM, while imparting skills to effectively deal with issues & risks due to uncertainty, complexity and uncoordinated operational efforts across sourcing, making and distribution functions. Besides knowledge & skills for managing drivers and assessing supply chain performance, it offers knowledge & skills for efficient network design, demand planning, inventory control, sourcing and supply management.

Quality Management & Six Sigma

The course introduces students to the basic concepts, tools and techniques of quality management and how the focus of Total Quality Management (TQM) has become so important for all companies in recent times. Further, the course introduces how the philosophy and methodology of Six Sigma can be applied to improve processes/products/services within various functions across different industries (viz., hospitality, manufacturing, IT, BPO, retail, telecom, etc.). In association with Juran, the course offers Lean Six Sigma Green Belt Certification.

Other Electives

- Services Operation Management
- Logistics Management
- Lean Management
- Value Analysis and Management
- Project Operations
- Operations Strategy
- Revenue Management

Systems

The focus of this area is on managing Information Technology and developing IT as a source of competitive advantage. Some of the courses offered in this area are as follows:

IT Operations Management

Businesses today are enabled through technologies to a large extent. Hence information technology is the core around which the organizations operate and manage. This course focuses on the definition, delivery and management of IT services; the operational aspects and IT resources required to support the services.

IT Strategy

Information Technology is one of the key drivers of all business organizations, which operate in an uncertain and complex environment. IT is an important source of competitive advantage and is closely intertwined with corporate strategy. IT creates business value by maintaining business operations, improving business results and providing strategic leadership in the marketplace for the enterprise. This course helps students gain an understanding of how a dynamic IT strategy and superior IT governance can lead to improved business effectiveness. It also familiarizes them with the critical issues in IT management and provides them the right perspective to place technology in the overall business context.

Other Electives

- Enterprise Resource Planning-I
- Software Project Management
- IT Service Management
- Business Process Re-engineering & Management
- Technology Trends
- IT Enabled Services Management
- Information Security Management
- Business Analysis & Development
- IT Products and Services Management
- Enterprise Resource Planning-II

Human Resources Management

Due to fundamental changes occurring in the business environment, the Human factor has moved from the wings to the centre stage in the organisational arena. In response to the increasing requirements for HR professionals in the industry, BIM offers a HRM package consisting of the following courses:

Organization Development (OD) & Change

OD functions as an enabler, establishing systems or removing obstacles to increase the organization's potential for effectiveness and success in achieving its desired outcomes. This course examines the sources and nature of change in organizations. New challenges and opportunities the firms face and the choices involved in designing a change initiative in response, are examined. The change processes are discussed with awareness of what the real issues and interests are for all those who have a stake in how jobs are designed and how organizations operate. The course develops an understanding of planned change interventions conducted at individual, group and systems levels. Students will develop their skills in diagnosing and implementing organizational development interventions.

Training and Development

It provides an understanding of the systematic approach taken by the human resource development practitioners when instituting training interventions for individuals in modern organizations. Almost invariably the goal is to improve on-the-job performance so as to enhance the overall effectiveness of the organization and to increase the likelihood of reaching organizational goals.

Other Electives

- Compensation Management
- Cross Cultural Management
- Performance Management
- Recruitment and Selection
- Personal Growth Lab
- Counselling
- International HRM
- HR Analytics
- Labour Laws
- Strategic HRM
- Leaders & Leadership

Strategy & Entrepreneurship and Management

Design Innovation, Creativity & Entrepreneurship (DICE)

The course will allow students to develop basic skills in creative problem solving, innovation, and human-centered “design thinking”. Innovation has become increasingly important because of the rapid evolution in products, services and business models. The course focuses on the manager’s or leader’s role as an innovator and facilitator of innovation. This course is intended to motivate students for entrepreneurship. Though a combination of strategic frameworks with entrepreneurship practices, this course tackles a wide range of aspects, namely how new business create value in dynamic environments. It provides real cases of successful and unsuccessful entrepreneurs and a detailed understanding of how start-ups use key innovation concepts in the management process. The course also helps the learners to become thoughtful managers by understanding workplace creativity and ways of harnessing it for organizational excellence.

Other Electives

- Strategic Marketing
- Operations Strategy
- Strategic HRM
- Strategic Financial Management
- IT Strategy
- Business Consulting

Personal Growth Lab

Teamwork has been increasingly the focus of attention for a wide variety of reasons for quite sometime now. On one hand there is an increased realization that groups need to be the focal point of our attention and organisations require to harness the synergy available in groups. On the other hand individuals require the group both to work in and work with for their (personal) growth and development. This trend towards individuals growing in groups is the focal point of this lab.

Students are therefore taken through a trimester module, along the lines of a workshop, focused on,

- Awareness of the self for personal effectiveness;
- Awareness of the other for interpersonal effectiveness;
- Awareness of the group for group effectiveness.

Industry Interaction

The world over industry has emphasized the need for proactive B-School and industry interactions as that will help the business managers to sharpen their theoretical prowess with practical insights. This approach to management will help them become more hands-on-managers. At BIM we subscribe to this view completely, and every weekend, renowned captains from the industry take part at length, in discussions on a vast array of contemporary business topics with the aspiring student managers, which are symbiotic in nature.

Over the course of the year, student managers at BIM have been addressed by eminent business leaders on a variety of topics ranging from corporate and business strategy to branding to information technology developments to HR best practices to economic and industrial scenario analysis and many other highly informative topics.

A few of the eminent personalities who have addressed BIM students in the recent past are as follows:

- **Shri P Senthil Kumar**, CEO, Gardener Consultancy, Chennai
- **Ms. Shalini Gupta**, Loop Telecom, Mumbai
- **Smt. Geetha Anantharaman**, Vice President-Operations, TCS, Chennai
- **Shri Ganesh Venkataraman**, AVP, HCL Technologies, Chennai
- **Shri S Babu**, Practice Director, Oracle Financial Services, Bangalore
- **Shri Chandran**, Ex. Executive Vice President, Reliance Telecom, Mumbai
- **Shri Madhu Raghunath**, Group Head-HR, TVS & Sons, Chennai
- **Shri Balu Srinivasan**, Sr. Vice President & Chief Information Officer, TVS & Sons, Chennai
- **Shri K Parasuraman**, Managing Director, Samriddhi Leadership Academy Pvt. Ltd, Chennai
- **Shri Siva Balakrishnan**, Vice President-Sales Marketing, Sensiple Software Solutions Pvt . Ltd., Chennai
- **Shri S Thirumalainathan**, Safety Management Professional, Qatar Petroleum, Qatar
- **Shri G Natarajan**, Executive Vice President, Credit Kotak Mahindra Bank, Chennai
- **Dr. M Krishnakumar**, Sr. Manager-Operations/Projects, Apollo Hospitals, Chennai
- **Shri Sriram K Iyer**, Vice President/Sales, WIPRO Consumer Care, Bangalore
- **Dr. C Joe Arun**, SJ, Director, Goa Institute of Management, Goa
- **Shri M Balasubramanian**, Former Head / HR, Mahindra Satyam, Bangalore
- **Shri I Balasubramanian**, AVP, CTS, Chennai
- **Shri K Manickam**, Chairman, NIPM, Chennai Chapter
- **Shri P Senthil Kumar**, CEO, Gardener Consulting, Chennai
- **Shri V Arockia Jerome**, Banking and Financial Services, Delivery Excellence Group, TCS, Chennai
- **Shri V Ramanathan**, Vice President, TCS, Chennai
- **Shri Sakthi Saravanan**, Head-NPD, Vodafone, Bangalore
- **Shri G Srinivasan**, Sr. Director-Enterprise Information Management, Virtusa, Chennai
- **Shri N Chandrakumar**, Chief Technology Officer (CTO), Asia-Pacific-Japan at EMC2, Singapore
- **Shri V Rajesh**, Retail Expert, Consultant & Trainer, Chennai
- **Shri Chakravarthy Perumal**, Associate Director, iData System Tech & Consulting Pvt. Ltd. Bahrain
- **Shri G Murugesu**, Former Head-HR, TSPL (Vedanta Resources)
- **Ms. P Renju**, Regional Marketing Manager-TN & Kerala, ICICI Securities Ltd.
- **Ms. B Jayashree**, Head-International Supply Chain, DHL Global Forwarding, DHL Logistics, Chennai
- **Shri K S Ananthanarayanan**, CEO, Hitachi Solutions India Ltd., Chennai
- **Shri Ravi Seshadri**, VP & Chief Compliance Officer, Bharti AXA General Insurance Co.
- **Shri K Srinivasan**, General Manager(South & East), Tube Products of India
- **Shri P K Diwakar**, AGM, Vantack Logistics (I) Ltd., Chennai
- **Dr. N Kamakodi**, MD & CEO, City Union Bank Ltd., Kumbakonam
- **Mrs. Vidhya Srinivasan**, CEO, Sarara Inc., Chennai
- **Shri Pawan Bakhshi**, Business Head, Airtel Money, New Delhi
- **Shri C Vasanthkumar**, Head, Co-innovation Lab, Bangalore
- **Shri G Shanker**, President, Madras Consulting Group, Chennai
- **Shri Srinivas Rengarajan**, MD, Inautix
- **Shri Muthu Singaram**, Founder Vibazonee, Chennai
- **Shri T C A Ranganathan**, CMD, EXIM Bank, Mumbai
- **Shri Gouranga Chattopadhyay**, CEO, Chattopadhyay Associates, OD Consultant, Kolkata
- **Shri Kiruba Shankar**, CEO, Business Blogging Pvt. Ltd., Chennai
- **Shri Mani Sudharsan**, Regional Head of Traded Risk, Middle East and North Africa, HSBC Bank
- **Shri Dinesh Jain**, CEO, TDI International India Ltd, New Delhi
- **Shri Barry O'Brien**, Founder, Heritage Resources Pvt. Ltd, Educationist, Author, Quiz Master, Kolkata
- **Shri SM Valliyappan**, HR Consultant, Chennai
- **Shri R Siddharthan**, Head-Global Operations, Government Business Unit, TCS, Chennai
- **Shri Derick Jose**, Cofounder-Flutura Decision Sciences, Bangalore
- **Dr. Ram Kesavan** Professor, University of Detroit Mercy, Michigan.
- **Dr. Sundaram Janakiramanan** Head of Finance, School of Business, SIM University Singapore.
- **Dr. Partha Krishnamurthy** Bauer Research Fellow, Associate Professor of Mktg. Director, Institute of Healthcare Marketing, University of Houston, USA.
- **Dr. Prabakar Kothandaraman** Professor / Marketing, Drexel University, USA.
- **Shri K. Vasudevan** Principle Consultant, Golden Consulting Services, Golden, Colorado, USA.
- **Shri Muthukumar Thanu**, CHRO, TAFE & TMTL, Chennai
- **Shri Srinivas Rengarajan**, MD, Inautix
- **Shri Y Rama Rao**, MD & CEO, Spark Capital Advisors, Chennai

- **Shri Samuel Chander**, CGM, EXIM Bank, Mumbai
- **Dr. Gunta Srinivas** Associate Professor, IIM Indore.
- **Shri Jayant Pendharkar** Consulting Advisor, Tata Elxsi Ltd., Mumbai.
- **Shri Roger C. B. Pereira** Roger Pereira Communications Pvt. Ltd., Mumbai
- **Shri H. Srinivasan**, Assistant Vice President, Star Health & Allied Insurance Co. Ltd., Chennai.
- **Prof. Nalini Ravishankar**, Prof. & Undergrad. Director, Dept. of Statistics, University of Connecticut, USA.
- **Shri Sridhar Ramanujam**, CEO, Integrated Brand.Comm Pvt. Ltd, Bangalore.
- **Shri Prakash Singh** Director-Marketing, Asia Pasific, Beldon.
- **Dr. Lakshminarasimhan** Professor / Dept. of Computer Science, East Carollina University, USA
- **Mr. Isaac**, HR-Head, Telecom Business Unit, TCS, Chennai
- **Shri Pandiyan** General Manager, Murugappa Group, Chennai
- **Mr. Anand Santhanam**, GM, Brand Mgmt – S&M, TAFE.
- **Shri M S Ravindran**, BPO, HCL Technologies, Chennai
- **Shri V Sivakumar**, Professor of Business from Coker College, SC, USA
- **Shri Balaji Chakravarthy**, Founder of ScoVelo Consulting, Chennai
- **Shri Oommen Abraham** Vice President, CavinKare, Chennai.
- **Dr. Olivier Crepin Leblond** Chair, ICANN's (Internet Corporation of Assigned Names of Numbers)
- **Mr. Madhu Menon**, Director, Standard Chartered Bank, Chennai.
- **Mr. P M Venkatesh**, VP, Spark Capital, Bangalore
- **Shri T. Sasikumar**, Vice President - HR, Ashok Leyland, Chennai
- **Shri P H Rao**, Former President, Crompton Greaves and CEO, Airtel (South India)
- **Shri Vijaykrishnan**, Vice President, 3M
- **Mr. K. Ramakrishnan**, ED & Head (Investment Banking), Spark Capital Advisors (I) Pvt. Ltd.,
- **Shri G Srinivasan**, Sr. Vice President, Lister Technologies, Chennai.
- **Shri K Ramakrishnan**, President-Marketing, Café Coffe Day, Bangalore.
- **Ms. Kavitha Singh**, Head/HR, MAERSK International, Chennai
- **Shri S V Kaushik**, Sr Vice President-IT & IA, TI of India, (Murugappa Group), Chennai.
- **Shri Harikrishnan**, MD Avigo Capital Partners, Mumbai
- **Shri Raveen Joseph**, Head-Institutional Sales, TAFE, Chennai
- **Shri Vijay Chander**, Head-Business Analytics, HDFC, Bangalore
- **Shri Suri**, Vice President & Head, (Corporate strategy Planning) Murugappa Group, Chennai.
- **Shri Raja Krishnamoorthy**, Director, HRD, Talent Maximus India Pvt. Ltd, Chennai
- **Shri Raghunathan**, CDSL, Security Markets, Chennai
- **Shri Vikas Gupta**, Founder & Director, 9.9 Mediaworx Pvt. Ltd.
- **Shri Kumarappan**, Sr. General Manager, Sales and Marketing, TAFE
- **Shri S Krishnan**, I.A.S, Secretary (Expenditure), Finance Department, Govt. of Tamil Nadu
- **Shri Ajay Padmanabhan**, AGM-PR, Suzlon Energy Ltd, Pune
- **Shri S D Sharma**, Beeline HR Advisor/Consultant, Chennai
- **Shri Mukundan**, I.A.S, Chennai
- **Shri Hari Kumar Kasa**, Vice President, HSBC
- **Shri Balaji Prakash**, GM, Food Division, Cavinkare Pvt. Ltd, Chennai

The designation mentioned are the positions held by the said individual at the time of their visit to BIM.

Apart from the above, many more leading personalities from various facets of business and walks of corporate life have been a part of this unique interactive series and have acknowledged the students' quality and the Institute's proactive attitude towards the dynamic and competitive business environment engulfing the globe, of late.

Infrastructure

Location

The Institute is located in the sylvan surroundings within the BHEL complex, 21 kilometers East of Tiruchirappalli on the Tiruchirappalli-Tanjore highway. Tiruchirappalli is a town of historical and cultural significance. A town of temples, it has also been a major centre for learning in Tamil Nadu for the last 150 years producing outstanding stalwarts like Sir C.V. Raman, Sir Vishweswaraiya and Dr.A.P.J.Abdul Kalam. BHEL Complex is a peaceful, self contained township with a mix of people from all over the country living in the Campus. All accommodation, back-up and recreational facilities of the Institute are located in the BHEL Complex.

Classrooms

All classrooms are fully air-conditioned with WiFi internet connectivity, and are equipped with advanced audio visual aids. Faculty and Students use laptops with multimedia facilities



for classroom presentations, discussions and analysis.



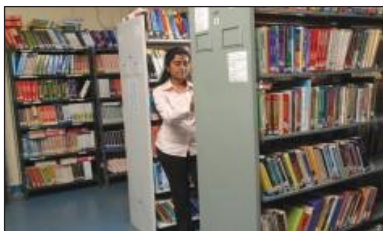
All class rooms are connected to internet to facilitate the use of vast online resources for better classroom interactions. The Institute also has access to a large auditorium with a capacity to house more than 1500 people.

Video Conferencing Facility

BIM has full-fledged state of the art video conferencing facility to facilitate interaction with industry leaders in India and abroad.

Library

BIM has a comprehensive computerized library with more than 16,000 volumes. The Library also subscribes to an extensive collection of over 95 International and Indian journals/magazines. BIM also has several online databases. An impressive



collection of over 500 Video Cassettes and CD ROMs on a wide range of managerial issues complement the



Library's resources. The students also have access to the Corporate Library at BHEL, Tiruchirappalli and the Central Library at the Bharathidasan University. Students and faculty have access to 1,100 journals online including Harvard Business Review.

Online Databases

EBSCO, IBID, CRISIL, INDIASTAT.com, CMIE (Prowess, Industry Analysis Service, Business Beacon), DELNET, CAPITALINE PLUS, PROQUEST, Jgate database.

Computing Facilities

Our Computer Centre (CC) is kept open 24x7 to cater to the need of our students offering them highly flexible user timing. In general, this facility has computers that surpass the requirements of our courses. These client PCs are backed by four high end IBM Blade Servers. We have several softwares that support classroom learning. New softwares as and when necessitated are also installed in our CC to maintain up to date status.

Microsoft Campus Agreement (Open Value Subscription)

BIM has registered for the Microsoft Campus Agreement (Open Value Subscription). This programme provides a complete, inexpensive solution to keep academic labs, faculty and students of BIM on the leading edge of technology.

The numerous benefits that will be derived as part of this membership include:-

- Access to the latest set of Microsoft platforms, servers, and developer tools.
- License to install the software on any number of lab machines for instructional and research purposes.
- Four technical support incidents in addition to access to the managed newsgroups.
- Private newsgroups where faculty can ask technical and administrative questions, collaborate with each other, and talk with the Microsoft team.

Comprehensive Web site that provides resources for faculty, including:

- Programme information and news.
- Projects, tutorials, academically focused articles, and curriculum.

ORACLE Academic Initiative



BIM has registered for the ORACLE Academic Initiative. This initiative will provide valuable benefits by way of access to the latest Oracle software, state-of-the-art Oracle curriculum, faculty training, certification resources and free membership to Oracle Technology Network (OTN).

IBM SPSS Statistics 18



BIM has acquired the SPSS Statistics 18 Package, which is widely used for data analysis.

Language Labs



Interactive Language Software Suite (**French, Spanish & German**) have been installed in computers within the Computer Centre. This software is most comprehensive language-learning software package and contains three programs designed to let novice to intermediate level learners take the provided course material into the environment in which they are most comfortable learning. It offers numerous lessons, interactive, immersion style course and research-based vocabulary building system with over 2000 words and phrases, flash cards, pronunciation practice, learning games, and other engaging activities.

Accolades...

"One of the most satisfying moments to interact with Young Professionals of tomorrow, I enjoyed the interaction, questions and attentiveness. Best of Luck to BIM, its Vision and the Leadership that is driving it".

Shri S. Ramadorai
V.C, TCS, Adviser to Prime Minister on Skill Development

"I was delighted to be at BIM, particularly to share my experiences with the young managers - who will become leaders of tomorrow. Many interesting questions came from them. I wish all success to BIM to become one of the top management institutions in India".

Padmashree Dr. A. Sivathanu Pillai
Distinguished Scientist, CCR&D, DRDO, New Delhi

"Excellent opportunity to have interacted with the students of BIM. Very enthusiastic and thirsty type. Wish the Institute & the students all the very best."

Shri Muthu Kumar Thanu
C.H.R.O. - TAFE Group, Chennai

"It was heartening to see the level of commitment and openness in the faculty. This will certainly inculcate good values in students"

Shri H. K. Mittal
Advisor, DST, New Delhi

"I had a nice time interacting with the students. They had a lot of questions & were a very eager group!"

Shri V. Jayaraman
Boston Consulting Group, Boston, USA

"I interacted with group of interacting and knowledgeable students".

Prof. R. Ramanathan
Boston Consulting Group, Boston, USA

"It was a privilege having had the opportunity to visit BIM as a guest student 20 years ago under Dean Pyare Lal Arya. BIM inspired me to get my own MBA at IMD and it is now a bunching pleasure to get back to this inspiring institution. To hold the role of guest lecturer to the present students, sharing a few experiences and hopefully giving back part of what I owe to BIM".

Dr. Othmar B. Ulrich
Executive Director, OTC Foundation, Switzerland

"It was my pleasure to be here. I have heard about the Institute and have a great respect and regard for C. Subramanian. Because I worked closely with him for the Green Revolution and White Revolution."

[Shri Roger C. B. Pereira](#)
Roger Pereira Communications, Mumbai

"It was a great experience to interact with the bright students at BIM"

[Jayant V. Pendharkar](#)
TATA Elxsi limited, Mumbai

"I thoroughly enjoyed my lecture here. The students were extremely interactive and asked very penetrating questions. I am very impressed."

[Sri Nalini Ravishankar](#)
Professor of Statistics, University of Connecticut

"I enjoyed meeting the students and faculty. I hope my talk made sense, but I feel that in a globalized world, collaboration is the most important issue. BIM was a great example."

[Claude Arpi](#)
Auroville, Puducherry

"I enjoyed interacting with a vibrant set of students. I hope to visit again and set up collaborative activities."

[Shri V. L. Narasimhan](#)
Department of Computer Science, East Carolina University

"It has been a privilege to be here amidst youngsters brimming with enthusiasm and intellect. I wish all the best for this esteemed institution."

[Dr. R. K. Kakkar I.R.S](#)
Commissioner of Income Tax, Tiruchirappalli

"It was an honour to interact with your wonderful students on US-India Trade. I hope to return."

[Shri James Golsen](#)
PCO – American Consulate, Chennai

"I enjoyed being with students of BIM. It was extremely interactive and energetic; very sharp minds. It was a pleasure to be with you".

[Shri V Suri](#)
Head-Strategy, Murugappa Group

CECMAR [Centre for Contemporary Management Research]

BIM has been committed to excellence in providing Management education. This philosophy pervades every aspect of the Institute. Management Development Programmes, Consultancy Assignments, and Management Research are carried out on a regular basis at BIM. One of the Institute's important milestones towards this is the genesis of the "Centre for Contemporary Management Research [CECMAR]." Since its inception, CECMAR has been providing a stage for scholarly work in a splendid plethora.

Objective

Centre for Contemporary Management Research (CECMAR) was established with the central purpose of identifying and analyzing emerging issues in management and disseminating the knowledge to practitioners, researchers, and students of management. It also strives to promote the spirit of quality and contemporary research among management professionals both in academia and industry.

Scope of CECMAR

CECMAR is involved in all the relevant activities related to research and diffusion of knowledge pertaining to contemporary management issues. In pursuit of this ideal objective, the centre is involved in:

- Active research under the guidance of eminent management scholars and thinkers, leading to research publications and degrees
- Publishing a quality peer reviewed bi-annual journal under the name "The Journal – Contemporary Management Research"
- Periodic conduct of Conferences, Workshops, Seminars, and Special Lectures by leading personalities to share the knowledge gained through rigorous research
- Encouraging students to take up management research in a systematic manner
- Build up knowledge networks with other research centres and create a research database.
- Providing assistance to industry and other institutions through research solutions.

ATHENAEUM

'Athenaeum' is an international conference on management research conducted every year by the "Center for Contemporary Management Research (CECMAR)." This conference is a confluence of academicians, practitioners, researchers and students where varied topics on contemporary management issues are discussed and deliberated. The event showcases scholarly work from academia and industry on the same platform, providing a professional forum of idea interchange.

The mission of ATHENAEUM is to promote a network of professional researchers in Asia-Pacific, Middle-East, Europe and Africa by encouraging, guiding and helping researchers to improve their research quality and offer constructive suggestions/feedback/inputs so that their manuscripts evolve as standard works, to get published in high-impact journals.

Athenaeum has carved a niche for itself in the management research space as being an effective forum to discuss ideas in contemporary management, sowing seeds of innovation and development. Earlier editions of Athenaeum have seen large scale participation from academic and non-academic worlds. (<http://athenaeum.bim.edu/>)

Each year, Athenaeum has seen a marked increase in the quality and quantity of research papers received from around the world. Much of the success was due to the participation and contributions of eminent scholars and practitioners from around the globe.

The 7th International Conference (Athenaeum) on Management Research will be held on 12th and 13th February 2016 at Tiruchirappalli.

JOCMAR [Journal of Contemporary Management Research]

True learning does not occur unless and until knowledge is shared. Therefore, a bi annual journal is published by the Centre. The journal publishes original research papers and articles on topics of contemporary management research. Articles from the corporate world, case studies and book reviews also form part of the journal.

The journal has been consistently presenting a bouquet of research papers since 2007. CECMAR has included THE JOURNAL in the EBSCO and PROQUEST databases and is in the process of including it in other leading databases such as Cabell's Directory and Scopus.

Industry Tie-ups: CECMAR had tied-up strategically with BHELSEA, TREC-STEP and Info-Dev [World Bank Project] in the past and some of the projects are ongoing.

Seminars / Conventions

Star Trek-CXO Connect session

Bharathidasan Institute of Management Tiruchirappalli, in association with the Confederation of Indian Industry and Young Indians organized a Star Trek-CXO Connect session in Hotel Sangam on 12th September 2015. The speaker for the session was Mr. SatyaPrabhakar, Founder and CEO, Sulekha.com. Mr. S. Sampath, Vice President CII Trichy welcomed the enthusiastic gathering of BIM students and members of Young Indians. 'Strategic Insights into the Future' was the topic for the event. Mr. Satya Prabhakar enlightened the audience through his expertise on 'The purposefully Fickle Consumer', where he emphasized how consumers today are impatient and digital marketing is the way forward. He shared his experience and knowledge with budding managers on how to become successful entrepreneurs and answered interesting questions from the audience. Mr. Prative Chend, Co-Chairman of Young Indians gave his strategic insights to make the evening more memorable. BIM has always been conducting such events so that the students are up to date in subject knowledge and use it at work place.

The students of BIM have received many prestigious accolades over the years. Last month the students of BIM won first prize in 'TrulyMadly', a nationwide growth strategy challenge to promote an application where the students presented a strategic plan to the Marketing Head of 'TrulyMadly' and also emerged as runners-up in 'VittNeeti', a finance contest conducted by IIFT where the students were tested on their stock trading prowess on ICICI Direct Virtual Stock Trading platform over a span of one week.

Life at BIM



Life at BIM is a harmonious blend of education, learning and recreation. The daily schedule is packed with demanding but enjoyable live case discussions, interactive class room sessions and debates on a vast array of current academic fields. BIM encourages its students to develop a good sense of camaraderie coupled with an ability to lead. It cultivates sharp business concern with a strong inclination towards principles and values. Living in such a vibrant campus can be a cultural change by itself.

The "Beyond Academics" Thrust

The environment of the Institute is a catalyst in the self-development of the students in realms beyond academics. Many co-curricular activities are structured for this purpose.

Administrative Staff

A group of 30 members of Staff look after the administrative, accounting, secretarial service and support functions at BIM. The credit for the smooth day to day functioning of the Institute goes to them. The competence and the sense of mission they bring into their work goes a long way in making BIM a special place.

Competitions participated and Won by BIM Students in the years 2013-2014, 2014-2015 and 2015-2016:

- ❖ Surendhar V and Bharathidasan V of 31st Batch secured second prize in 'Vitt Neeti' conducted by IIFT during 4-6 September 2015. The event was held in 3 parts. The first round was an online quiz. Fifty teams were selected to round two, where the teams were tested on their stock trading prowess on ICICI Direct Virtual Stock Trading platform over a span of week. Five teams moved to the final round, where our students presented a case analysis to the judges. Kudos to the team.
- ❖ Archana S and Saumya Singh of 31st Batch secured first prize in 'Truly Madly' which was conducted from 8 July to 9 Aug. 2015.
- ❖ Praveen Salim and Aravinth.S of 31st Batch won third prize in "Samriddhi"- Live marketing case study competition held at GIM, Goa on 19 Sep. 2015.
- ❖ Shanmughaprabhu D, Vignesh K.B and Vignesh S of 31st Batch came first in "KRUNCH"- Analytics Quiz Conducted by IIT-M on 29 Sep. 2015.
- ❖ Vasudev ,Rathana Sabapathy and Ragothaman of 31st Batch won second prize in 'FinSpin' conducted by IMT ,Ghaziabad on 17 Oct.,2015
- ❖ P.R.Sriram and D .Shanmugha Prabhu of 31st Batch won first prize in "Hriith" conducted by IIT-Madras on 25 Oct. 2015.
- ❖ Bhavani Sridharan and Thanish Mohammed J of 31st Batch won the first place in the 14th Annual MMA Student Convention- Paper Presentation contest entitled 'Winning Strategies of Strong Brands'.
- ❖ BIM Student Team among Winners of the Spring 2015 Capstone Business Simulation International Challenge. Ms. Sahana Priyadarshini Danasekaran, Mr.Venkat Parthasarathy, & Mr. Manoj Paulraj of 31st Batch are among the Winners of the Spring 2015 Capstone Business Simulation International Challenge. Hearty congratulations to the team.

- ❖ Students of Batch 31 of BIM, Ms. Archana S, Ms. V P Lakshmi and Ms. Singh Saumya Saurabh secured First place in 'Mark-E-Diction' organised by DMS, IIT Delhi. The event involved contests like Quiz, Making a Poster and getting Facebook likes + Case analysis and Case presentation + Q&A session and was held on 22 Feb. 2015.
- ❖ Baskar S, Tanvi Lamba and Shivam Gupta of 30th Batch won the Marketing event conducted by IIM, Tiruchirappalli.
- ❖ Harika V, Swati Pandey and Sudharsahan S of 30th Batch stood second in the Marketing event conducted by IIM, Tiruchirappalli.
- ❖ Pranesh R of 30th Batch won the First Place for Articles on “Banking Licence to NBFCs” organized by SCMHRD.
- ❖ Shanmugaprabhu D, Ashwin karthic, and Arunkumar R of 31st Batch won 3rd prize in Marketing Strategy competition conducted by Tentacle Technologies, Malaysia
- ❖ Sriram P R of 31st Batch stood second in Arohan 2014 organised by NITIE, Mumbai
- ❖ Sriram P R of 31st Batch won second prize in SAY organised by NITIE, Mumbai
- ❖ Sriram P R of 31st Batch stood second in the Emoveré - Online Photography Contest (Quest 2014) organised by XIME, Kochi
- ❖ Thiyagarajan S T and Jayashree Santhanam of Batch 30 secured 2nd place at Arcturus organised by IIM, Tiruchirappalli
- ❖ Manoj Pauraj, Anitha Palaisamy, Vivek Muralidharan, and Dharanija Rajendran of Batch 30 won the B-Plan competition organised by IIT, Madras
- ❖ Premnath V and Venkat P of 30th Batch secured 1st place in Ashwamedh conducted by IIT, Mumbai
- ❖ Vignesh S and Dinesh M secured first place in the event called 'PARISHRAM' conducted by IIT Kharagpur. The event is aimed at involving the students from various parts of the country to provide original and practical solutions to the issues faced by NGOs and Rural Development issues.
- ❖ Nithya Devi G A, Vikraman P of 30th Batch presented and published a paper titled "School Dropouts and Societal Adjustment" in "AH-CON"(Adolescent Health Conference) conducted by Madras School of School Work, Chennai on 23rd & 24th January 2015. The paper highlights a pattern of low peer and parent attachment score than graduated youth, suggesting that both peer and parent attachment plays an influential role in Emotional Disorders.
- ❖ Thanish M and Praveen Salim of Batch 30 secured 1st place at Zest-athon at SCMHRD, Pune. Zest-athon is a Case Study competition where participants were given a Tata Motors case study and asked to prepare a marketing plan for Tata Motors' new car "ZEST"
- ❖ Sriram P R of 31st Batch secured First Prize in Imperium (Photography contest) conducted by MDI Gurgaon.
- ❖ Thirumurugan P, Sivaranjan M, Hari Prasanth Y & Prasanth A of Batch 32 grabbed the second prize in "Backwaters'15" B-Plan contest conducted by IIM Kozhikode

Fee Structure *

Batch 33 (2016-18)			
S.No.	Particulars	I Year (Rs.)	II Year (Rs.)
1	Admission Fee	2750	0
2	Recognition fee **	##	0
3	Tuition fee	435500	479000
4	Knowledge facilities	27600	27600
5	Welfare activities including Placement Assistance	18100	20000
6	Books and Course materials	18100	20000
7	Computer and Internet	15000	16500
8	Examination fee	Rs.700/- per paper	Rs.700/- per paper
9	Accommodation & Water Charges #	35000	35000
10	Caution Deposit	10000	0
11	Mess Deposit	5000	0
12	Subscription to Alumni Association	1000	0
13	Insurance Policy	270	270
14	Special fee	1000	1000
Total		569320 ##	599370 ##

* subject to change

** Recognition Fee	
For Bharathidasan University	Nil
For Other universities within Tamil Nadu	190+10(Youth Development)
For Other universities outside Tamil Nadu	375+10(Youth Development)

Based on Actual expenses incurred

Number of papers per trimester varies from 6 to 9 and this total is exclusive of exam fees.

“SBI Scholar Loan Scheme” available to BIM students’ upto Rs.20 Lakhs without collateral.

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